

## Service management pitch, upgraded products help Motive seal more deals

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### Event Summary

- Motive released new versions of Customer Service Manager and Broadband Manager that incorporate its modeling technology. Service providers will be able to tie network monitoring in with automated problem management.
- T-Com has licensed both broadband and enterprise software from Motive to incorporate into future small business and residential services such as DSL, security, VOIP and networking that will have new self-management features.
- Motive's new relationship with Alcatel should drive sales in Southeast Asia, the Middle East and other areas where it doesn't have a presence. Alcatel will sell and support Motive's broadband software as part of its Subscriber Care portfolio.

### The 451 take

In our recent report, 'When Worlds Collide,' we identified Motive as a company that's positioning itself to take advantage of the convergence of application management and network management. Its ability to extend existing deals with T-Com and BT as well as sign new customers like Softbank, a major player in VOIP and data services, is a sign that carriers as well as enterprises believe that convergence has a tangible benefit when applied to the problem of customer support. The 451 Group expects larger players in network management to buy in areas such as application auto-discovery, monitoring and analytics to address the convergence trend, which could present a challenge to Motive going forward.

### Details

**Motive Inc** has released new versions of Broadband Manager and Customer Service Manager that incorporate modeling technology for mapping interdependencies between networks and applications. Operators can quickly define an optimal state of an application such as voice over IP (VOIP) instead of pre-scripting customer-support response scenarios. Operators can now tie in network performance data to Motive's service activation and technical support software in order to resolve support issues more quickly and cost-effectively. An added benefit is that operators can use Motive's modeling technology in support of voice, video and data services now, which is part of the reason that **Deutsche Telecom's T-Com** unit signed an expanded deal with Motive.

T-Com will use Motive software for both its consumer and small-business offerings. Helping automate customer service configuration and problem resolution for the latter will be important to maintaining service profitability as T-Com rolls out advanced security and networking services to companies that don't have a lot of in-house IT resources. Motive also recently signed its first deal in Japan with **Softbank BB**, the country's largest broadband service provider and probably the world's largest VOIP service provider. A deal with Alcatel will help it sell into smaller markets like Southeast Asia where it doesn't already have a presence.

### Competitive landscape

The notion of modeling a network for device management isn't brand new, but being able to use a model and compare it to instrumented data in order to reduce customer support costs is unique enough to help Motive continue to sign expanded deals. **SupportSoft**, a traditional competitor in the IT service and support sector, bought OSS specialist **Core Networks** in an effort to build out its ability to monitor network performance and tie in its automated customer support software in a fashion similar to Motive.

**Micromuse, Concord** and others are also working to branch out from their network management roots into application management, and will likely run into Motive more often on the carrier side. **BMC, Computer Associates, Hewlett-Packard** and **IBM** will be among those pressing in from the enterprise space as carriers add new managed service offerings to smaller companies.

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